

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

<u>Product</u> DSCC		<u>Contract / Revision</u> 544281 /	<u>Alt Order #</u> 07872054
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> //1139	
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 08/08/12 / 08/08/12	
		<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast
		<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus
		<u>Sales Office</u> Washington, D.C.	
		<u>Special Handling</u> Do Not Mail	
		<u>Demographic</u> Adults 35+	
		<u>IDB#</u> 8217	<u>Advertiser Code</u>
		<u>Product Code</u> 	
		<u>Agency Ref</u> 	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
1	3	10/16/12	10/19/12	NewsChannel 3 News	5-6am		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-TWTF--					3	\$100.00			
2	3	10/16/12	10/19/12	Newschannel 3 News	6-7am		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-TWTF--					5	\$175.00			
3	3	10/16/12	10/19/12	CBS This Morning	7-9a		:30			NM	8	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-TWTF--					8	\$130.00			
4	3	10/22/12	10/22/12	CBS This Morning	7-9a		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	M-----					2	\$130.00			
5	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S-					1	\$55.00			
6	3	10/21/12	10/21/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S					1	\$395.00			
7	3	10/21/12	10/21/12	Face the Nation	1030-11am		:30			NM	1	\$445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----S					1	\$445.00			
8	3	10/16/12	10/19/12	Price Is Right	11am-12n		:30			NM	5	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-TWTF--					5	\$395.00			
9	3	10/16/12	10/19/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-TWTF--					4	\$275.00			
10	3	10/22/12	10/22/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	M-----					1	\$275.00			
11	3	10/16/12	10/19/12	CBS Daytime	1228-3pm		:30			NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-TWTF--					5	\$330.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 544281 /	Alt Order # 07872054	
Contract Dates 10/16/12 - 10/22/12	Product DSCC	Estimate # //1139
Advertiser Democratic Senatorial Ca	Original Date / Revision 08/08/12 / 08/08/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
12 3		10/16/12	10/19/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				5	\$200.00			
13 3		10/16/12	10/19/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				5	\$165.00			
14 3		10/16/12	10/19/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				4	\$295.00			
15 3		10/22/12	10/22/12	Newschannel 3 News	5-530pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----				1	\$295.00			
16 3		10/16/12	10/19/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				4	\$310.00			
17 3		10/22/12	10/22/12	Newschannel 3 News	530-6pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----				1	\$310.00			
18 3		10/16/12	10/19/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				4	\$415.00			
19 3		10/22/12	10/22/12	Newschannel 3 News	6-630pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----				1	\$415.00			
20 3		10/16/12	10/19/12	7-730pm	7-730pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				4	\$310.00			
21 3		10/22/12	10/22/12	7-730pm	7-730pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----				1	\$310.00			
22 3		10/16/12	10/19/12	730-8pm	730-8pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-TWTF--				4	\$310.00			
23 3		10/22/12	10/22/12	730-8pm	730-8pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----				1	\$310.00			
24 3		10/20/12	10/20/12	730-8pm	730-8pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-				1	\$100.00			
25 3		10/22/12	10/22/12	Monday Prime	9-10pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----				1	\$1,800.00			
26 3		10/16/12	10/18/12	NCIS	8-9pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-T-----				1	\$2,800.00			
27 3		10/17/12	10/17/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	--W----				1	\$1,100.00			
28 3		10/21/12	10/21/12	Sunday Prime	7-8pm		:30			NM	1	\$2,355.00

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544281 /	07872054	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	DSCC	//1139
<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Senatorial Ca		08/08/12 / 08/08/12

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										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	-----S				1	\$2,355.00		
29	3	10/16/12	10/19/12	Late News (M-F)	11-1135p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	-TWTF--				4	\$450.00		
30	3	10/22/12	10/22/12	Late News (M-F)	11-1135p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/22/12	10/28/12	M-----				1	\$450.00		

Totals 81 \$28,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	81	\$28,800.00	\$24,480.00
Totals	81	\$28,800.00	\$24,480.00

Signature: _____ Date: _____

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